



WQAD-TV
3003 Park 16th St
Moline, IL 61265
(309) 764-8888

CONTRACT

<u>Contract / Revision</u> 399998 /		<u>Alt Order #</u> 08425075
<u>Product</u> 10/24 MCCOMBIE 4 ILLINOIS		
<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Estimate #</u> 2357
<u>Advertiser</u> McCombie, T/R/IL State Rep		<u>Original Date / Revision</u> 10/24/16 / 10/24/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WQAD-TV	<u>Account Executive</u> Justin Votta	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 12521	<u>Advertiser Code</u> 137	<u>Product Code</u> 144
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Services, Inc.
1911 North Ft Myer Dr
Suite 400
Arlington, VA 22209

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	8	10/28/16	10/28/16	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$650.00	0.00			
N 2	8	10/28/16	10/28/16	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$150.00	0.00			
N 3	8	10/28/16	10/28/16	M-F 11a-12p	11:30 AM-12:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$250.00	0.00			
N 4	8	10/28/16	10/28/16	M-F 5a-6a	5:00 AM-5:30 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$150.00	0.00			
N 5	8	10/28/16	10/28/16	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$500.00	0.00			
N 6	8	10/28/16	10/28/16	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$150.00	0.00			
N 7	8	10/28/16	10/28/16	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$350.00	0.00			
N 8	8	10/28/16	10/28/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$150.00	0.00			
N 9	8	10/31/16	10/31/16	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$650.00	0.00			
N 10	8	10/31/16	10/31/16	M-F 11a-12p	11:30 AM-12:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$250.00	0.00			
N 11	8	10/31/16	10/31/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$150.00	0.00			
N 12	8	10/31/16	10/31/16	M-F 5a-6a	5:00 AM-5:30 AM		:30				NM	1	\$150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 399998 /		<u>Alt Order #</u> 08425075
<u>Contract Dates</u> 10/25/16 - 10/31/16	<u>Product</u> 10/24 MCCOMBIE 4 ILL	<u>Estimate #</u> 2357
<u>Advertiser</u> McCombie, T/R/IL State R		<u>Original Date / Revision</u> 10/24/16 / 10/24/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$150.00	0.00			
N 13	8	10/31/16	10/31/16	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$150.00	0.00			
N 14	8	10/31/16	10/31/16	M-F 6p-7p	6:00 PM-6:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$500.00	0.00			
N 15	8	10/31/16	10/31/16	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$350.00	0.00			
N 16	8	10/31/16	10/31/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----				1	\$150.00	0.00			
N 17	8	10/29/16	10/29/16	Late Run News	10:30 PM-11:05 PM		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1-				1	\$75.00	0.00			
N 18	8	10/29/16	10/29/16	Sa 7a-8a	7:00 AM-8:00 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1-				1	\$300.00	0.00			
N 19	8	10/30/16	10/30/16	Su 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$200.00	0.00			
N 20	8	10/27/16	10/27/16	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$150.00	0.00			
N 21	8	10/27/16	10/27/16	M-F 5a-6a	5:00 AM-5:30 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$150.00	0.00			
N 22	8	10/27/16	10/27/16	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$500.00	0.00			
N 23	8	10/27/16	10/27/16	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$150.00	0.00			
N 24	8	10/27/16	10/27/16	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$350.00	0.00			
N 25	8	10/27/16	10/27/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---				1	\$150.00	0.00			
N 26	8	10/25/16	10/25/16	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-1-----				1	\$650.00	0.00			
N 27	8	10/25/16	10/25/16	M-F 1035p-1135p	10:35 PM-11:35 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-1-----				1	\$150.00	0.00			
N 28	8	10/25/16	10/25/16	M-F 11a-12p	11:30 AM-12:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-1-----				1	\$250.00	0.00			
N 29	8	10/25/16	10/25/16	M-F 4p-5p	4:00 PM-5:00 PM		:30				NM	1	\$350.00

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<u>Contract Dates</u> 10/25/16 - 10/31/16	<u>Product</u> 10/24 MCCOMBIE 4 ILL	<u>Estimate #</u> 2357
<u>Advertiser</u> McCombie, T/R/IL State R		<u>Original Date / Revision</u> 10/24/16 / 10/24/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- 1 - - - - -				1	\$350.00	0.00			
N 30	8	10/25/16	10/25/16	M-F 5a-6a	5:00 AM-5:30 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- 1 - - - - -				1	\$150.00	0.00			
N 31	8	10/25/16	10/25/16	M-F 6p-7p	6:00 PM-6:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- 1 - - - - -				1	\$500.00	0.00			
N 32	8	10/25/16	10/25/16	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- 1 - - - - -				1	\$350.00	0.00			
N 33	8	10/25/16	10/25/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- 1 - - - - -				1	\$150.00	0.00			
N 34	8	10/26/16	10/26/16	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- - 1 - - - -				1	\$650.00	0.00			
N 35	8	10/26/16	10/26/16	M-F 11a-12p	11:30 AM-12:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- - 1 - - - -				1	\$250.00	0.00			
N 36	8	10/26/16	10/26/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- - 1 - - - -				1	\$150.00	0.00			
N 37	8	10/26/16	10/26/16	M-F 5a-6a	5:00 AM-5:30 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- - 1 - - - -				1	\$150.00	0.00			
N 38	8	10/26/16	10/26/16	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- - 1 - - - -				1	\$150.00	0.00			
N 39	8	10/26/16	10/26/16	M-F 6p-7p	6:00 PM-6:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- - 1 - - - -				1	\$500.00	0.00			
N 40	8	10/26/16	10/26/16	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- - 1 - - - -				1	\$350.00	0.00			
N 41	8	10/26/16	10/26/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	- - 1 - - - -				1	\$150.00	0.00			
Totals										0.00		41	\$11,625.00

Time Period	# of Spots	Gross Amount	Net Amount
09/26/16 - 10/30/16	33	\$9,275.00	\$7,883.75
10/31/16 - 10/31/16	8	\$2,350.00	\$1,997.50
Totals	41	\$11,625.00	\$9,881.25

Signature: _____ **Date:** _____

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